



# **CITY OF SANTA BARBARA**

## **JOINT COUNCIL AND REDEVELOPMENT AGENCY AGENDA REPORT**

**AGENDA DATE:** November 24, 2009

**TO:** Mayor and Councilmembers  
Chairperson and Boardmembers

**FROM:** Housing and Redevelopment Division, Community Development  
Department

**SUBJECT:** Panhandling Education And Alternative Giving Campaign

### **RECOMMENDATION:**

- A. That Council approve the Panhandling Education and Alternative Giving Campaign and that the Redevelopment Agency Board authorize the Agency Deputy Director to negotiate and execute, subject to approval as to form by Agency counsel, agreements to implement the Panhandling Education and Alternative Giving Campaign and to authorize the expenditures of up to \$75,000 for the program from the Redevelopment Agency's Project Contingency Account; and
- B. That Council adopt, by reading of title only, A Resolution of the Council of the City of Santa Barbara Establishing December 1, 2009, as the Effective Date of Ordinance No. 5499 to Enact a Revised Ordinance Prohibiting Abusive Panhandling by Amending and Revising Santa Barbara Municipal Code Chapter 9.50.

### **BACKGROUND:**

On June 17, 2008, the Santa Barbara City Council established a Council Subcommittee on Homelessness and Community Relations (Subcommittee). The Subcommittee was composed of three Council members and was charged with studying a range of issues related to homeless services and neighborhood impacts, including aggressive panhandling. Multiple public meetings were held and the input of City staff, local businesses, homeless service providers, community members, and homeless persons was received. As a result of this work, the *Strategies to Address Community Issues Related to Homelessness in the City of Santa Barbara (Strategies)* was developed.

On February 24, 2009, the City Council approved the *Strategies*. One of the 12 strategies recommended was the development of a City supported, community-based Panhandling Education and Alternative Giving Campaign (Campaign). As part of its report, the Subcommittee recommended linking a new specific abusive panhandling ordinance to the alternative giving and education program.

On August 25, 2009, the City Council adopted an Ordinance amending and revising Santa Barbara Municipal Code Chapter 9.50 prohibiting abusive panhandling. Council approved the ordinance with the direction that Staff continue to work with the panhandling working group to develop the alternative giving campaign. Section two of Ordinance No. 5499 provides that the revisions to Chapter 9.50 would not become effective until an

Alternative Giving Campaign is approved by Council. Attached hereto is a resolution establishing the effective date of Ordinance No. 5499 as December 1, 2009 and acknowledging the establishment of a Santa Barbara Alternative Giving Campaign.

## **DISCUSSION:**

Led by the Downtown Organization, the Campaign, as proposed, will include a comprehensive education effort focused on informing the public about the negative cycle of panhandling and promoting the redirection of charitable giving to provide beneficial support for individuals in need. The Campaign will encourage the positive intent of those who give by providing a convenient alternative in the form of counter-top donation boxes located in local stores. All funds raised through this program will be directed to street outreach to the homeless in the program area. The alternative giving element of the Campaign will be managed by Casa Esperanza who will also lead the street outreach effort.

The Campaign is based upon efforts to direct street-based public generosity away from direct cash to panhandlers, and toward channels that effect positive change for very low-income individuals. Professionals working in human and homeless services recognize that all panhandlers are not aggressive, nor are they all homeless. As a result of this Campaign, those who panhandle may see a noticeable decrease in the amount of cash collected from the public. Alternately, for those in crisis, the reduction in funds from panhandling results in a conduit to connect to services made available through the outreach component of the Campaign. The Campaign is modeled after successful efforts in other communities around the country such as Denver, Colorado, Richmond, Virginia, and Baltimore, Maryland.

The goals of the Campaign are to 1) educate residents and visitors about the negative cycle of giving to panhandlers, 2) change the behavior of those who give, 3) change the behavior and attitude of those who avoid downtown because of panhandlers, and 4) redirect the generosity of individuals to fund street outreach that serves very low income people in crisis.

Implementation of the Campaign will be carried out by a collaboration of public, business, non-profit, and community-based organizations. The Campaign will have coordinated messaging and local media advertising to effectively reach residents and tourists that frequent the Downtown, Waterfront and Lower Milpas areas. Phase 1 of the Campaign will utilize countertop donation boxes placed in local businesses as an easily accessible alternative to placing cash into the hands of individuals on the street. The donation boxes may provide sponsorship opportunities. Phase 2 of the campaign, to be proposed early in 2010, will provide a limited number of street-side donation boxes and the potential of further educational and revenue generating opportunities through sponsorship of those boxes. All funds generated from this program will be directed to street outreach in the Campaign area.

All members of the collaborative will contribute to the effort and will be recognized as supporters of the program. The Downtown Organization will provide leadership and overall management of the Campaign. Casa Esperanza will manage the Alternative Giving program including placement of the countertop donation boxes and collection of funds to provide street outreach. Through its community relations, Clergy and Laity United for Economic Justice (CLUE) will work to educate the public and secure program sponsors.

Chambers of Commerce, Conference and Visitors Bureau, and MTD will assist to place counter top boxes, educate the business community regarding the Campaign, and leverage advertising opportunities. City staff will assist the Downtown Organization with coordination efforts, and provide graphic layout and web development services. SurfMedia Communications, through a contract managed by the Downtown Organization, will provide branding, messaging, and media relations services.

The proposed Campaign will last for approximately one year, from January-December 2010, with a launch date scheduled in March. The Redevelopment Agency will provide start-up funds to the Downtown Organization through a professional services agreement, to establish program infrastructure and recognition during Phase 1 of the Campaign over the course of the year.

### **SCHEDULE:**

The following is a proposed schedule for Phase 1 and Phase 2 project implementation:

#### **Phase 1**

November 24, 2009	RDA/Council approval
December 2009	Draft Implementation Agreement (CASA lead)
January 2010	RDA/DO funding agreement executed
	SurfMedia/DO Contract executed
	Implementation Team Agreement finalized
	Creative Development
	Business community roundtable
February 2010	Finalize logo/image concepts
	Advertising and Web development and finalization
March 2010	Production of advertising, web site, and boxes
	Secure Media Placement
	LAUNCH
April-December 2010	Maintain educational campaign

#### **Phase 2**

May 2010	Request Phase 2 approval and funding
July-December 2010	Design development of street-side donation boxes
January 2011	LAUNCH

### **BUDGET/FINANCIAL INFORMATION:**

The requested Redevelopment Agency funds of up to \$75,000 will provide critical consulting, production and media placement expenses required for an education campaign of this scope. It is anticipated that the RDA funds will be used as a starting point and collaborative partners will work to negotiate matching and/or discounted media rates and other opportunities. Also, it is expected that no/low cost modes of communication, such as a program web site, church bulletins, on-line posting boards, and the City newsletter, will be heavily leveraged to spread the message of this program.

<b>Budget Item</b>	<b>Amount</b>
Production	20,000
Media Buys	30,000
SurfMedia Consulting	25,000
<b>Total</b>	<b>\$75,000</b>

Campaign production expenses, including posters on MTD buses, informative counter-top flyers, television and Metro Theater public service announcements (PSAs), and the purchase of counter-top donation boxes, will cost approximately \$20,000. Placement of PSAs and educational spots over the duration of the campaign will cost approximately \$30,000 and will involve multimedia messaging, including news print, on-line banner ads, radio and television. SurfMedia will be retained to provide branding, messaging, and media relations services as needed at a cost not to exceed \$25,000.

Funding for this program is recommended to come from an allocation of the Redevelopment Agency's Project Contingency Account. The current balance in this account is \$1,162,344 and is adequate to cover the proposed costs of Phase 1 of the Campaign.

**PREPARED BY:** Brian J. Bosse, Housing and Redevelopment Manager/SG/JC

**SUBMITTED BY:** Paul Casey, Community Development Director

**APPROVED BY:** City Administrator's Office